



**MAPS**  
SHARING KNOWLEDGE

**LUGANO IR TOP INVESTOR DAY**  
September 27<sup>th</sup> 2019

## MARKET NEEDS

In this technological era, each company accesses a huge quantity of data: the challenge for Maps is **extracting value from data**.

## WHAT WE DO

We develop **software solutions** that help our customers to take better decisions based on the evidences that come from data, that is becoming data driven companies.

## WHO WE ARE

We are a group of **highly qualified people** that share the same vision. More than 70% of the employees have an university degree.

## THE MARKET

The **Digital transformation market** is our environment. Experts state that the digital transformation market has been growing with a CAGR of 20% and will grow at the same pace in the coming years.

## OUR COSTUMERS

Our customers are **leaders** in their sectors.

## GOALS ACHIEVED IN 2013-2018



### FINANCIAL PERFORMANCE

#### **doubled revenues**

**+16% CAGR**

2018: €17.6 mln

2013: €8 mln

#### **loyalty**

65% of customers have been choosing Maps for over 5 years

#### **profitability**

**+59% EBITDA CAGR**

2018: €3.7 mln (21% margin)

2013: €0.4 mln (4% margin)

#### **cash conversion**

excellent and constant cash conversion used for acquisitions and investments



### SECTORS

- Utilities
- Healthcare
- Public Sector
- Manufacturing



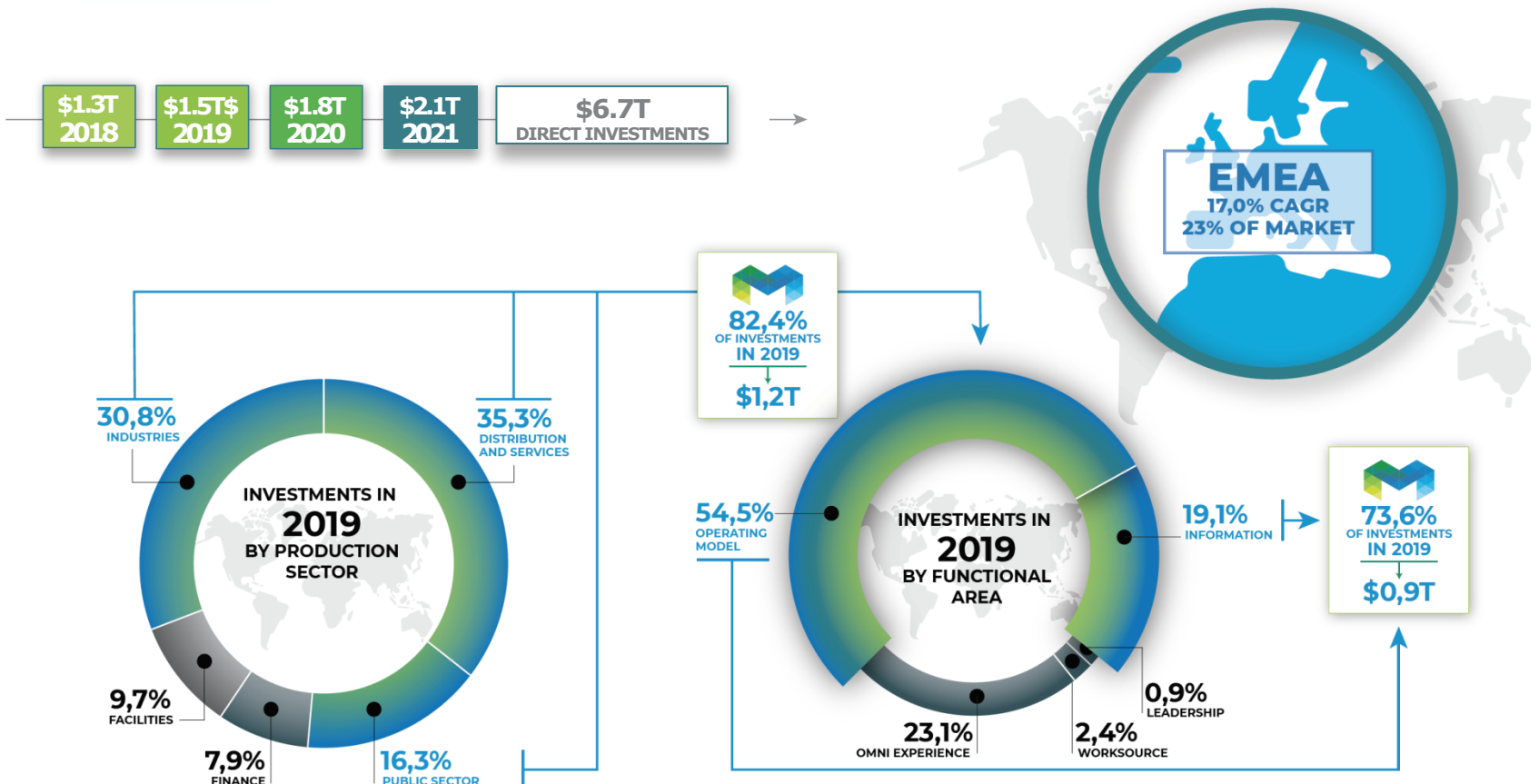
### We are **LEADER** in the Italian market for **Patient Journey**

- more than **600 installations**
- more than **17million patient accesses per year**



## Digital Transformation

Take better decisions or implement new business models leveraging the knowledge that comes from digital data





**Add value to your business cases with our services**



**Provide decision-making tools that leverage digital data**

**With digitalisation, companies can:**

- have an amount of data once impossible to have
- use this data in order to take better decisions and to define new business models

Predictive Models      Big Data

Processes Digitalization

Artificial Intelligence

IT      Dematerialization

Social      Decision Support



  
**They do not have to buy technologies and the know-how of data analysis**

  
**They can rely on decision making tools immediately available**

  
**Advantages for Customers**

# TO THRIVE IN THE DIGITAL TRANSFORMATION MARKET NEED TO FOCUS ON THE BUSINESS VALUE PROVIDED TO THE CUSTOMERS



## R&S DEFINES AND CREATES MAPS INNOVATIVE SOLUTIONS

- **Open Innovation** in collaboration with market leaders and research centres, e.g., University of Genoa, University of Copenhagen
- **Fully proprietary investments**

## COMMERCIAL BUSINESS UNITS BRING MAPS SOLUTIONS TO THE MARKET OR IMPLEMENT SOLUTIONS TO CUSTOM NEEDS

- Responsibilities: Operative Marketing, Sales, Delivery, Customer Satisfaction



# TO THRIVE IN THE DIGITAL TRANSFORMATION MARKET NEED TO FOCUS ON THE BUSINESS VALUE PROVIDED TO THE CUSTOMERS



## CHALLENGES

- Identify adding-value services with the highest chances of replicability
- Propose and provide effective solutions to critical business needs

## OUTCOMES

- Recurrent revenues
- Profitability
- Customer loyalty

## EXAMPLES






Patient Journey: leadership in Italian market

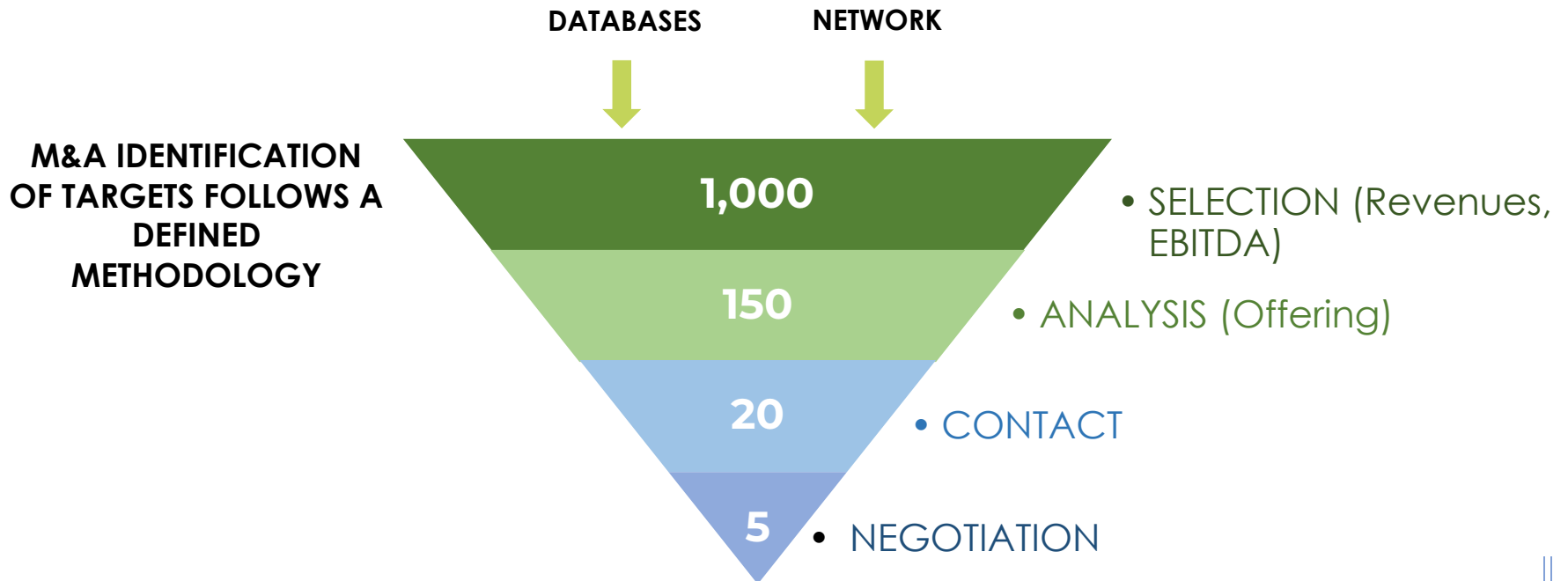


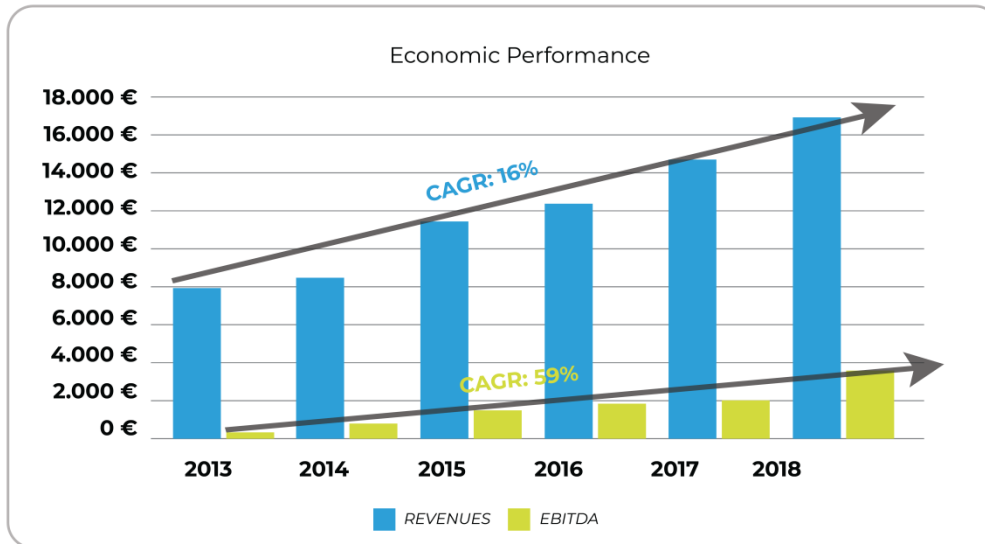
Smart Nebula: niche solution with highest margins



Vodafone: loyal customer with high volumes

		Market	Offer	Synergies
2012		Healthcare	Data driven governance for Healthcare providers	A new software solution (Clinika) was developed, that analyses narrative text data of clinical documents
2018		Healthcare	Software and Hardware solutions for hospital acceptance	New proposition for Patient Journey
2019		Retail	Customer Experience	Patient Experience (Customer Experience in Healthcare)





**REVENUES (2018: €17.6 mln) HAVE AN AVERAGE ANNUAL GROWTH OF 16%**

**EBITDA (2018: €3.6mln) INCREASES MORE THAN REVENUES: AVERAGE ANNUAL GROWTH OF 59%**

**EBITDA MARGIN 2018: 21%**

- Revenues from fees increase more than total revenues (CAGR: 70%)
- Revenues from proprietary solutions increase more than total revenues and they represent 43% of the total
- Churn rate based revenues is less than 1%
- Excellent and constant cash conversion

(\*) 2017 and 2018 Proforma



## Revenues

€8.35mln

## Recurrent fees

24%

2018: 20%

## EBITDA

€1.79mln

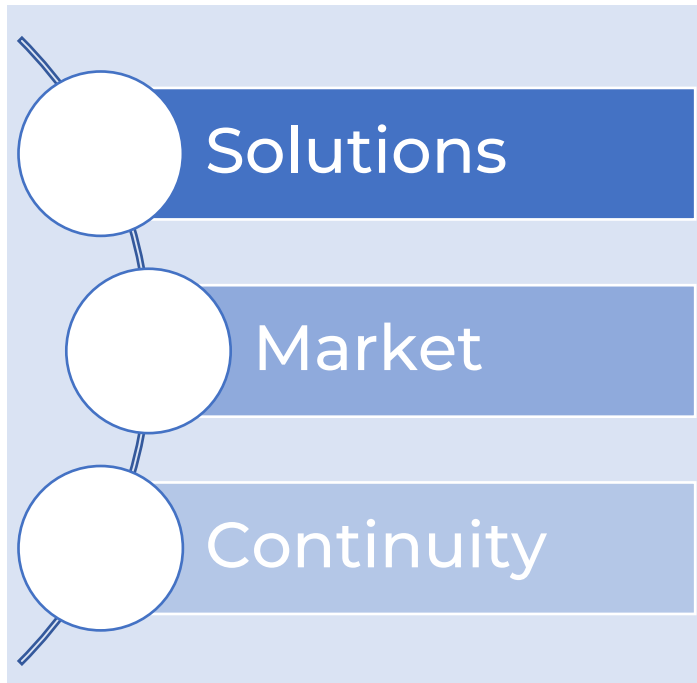
EBITDA margin: 20%

## Contribution margin

43%

1H2018: 42%

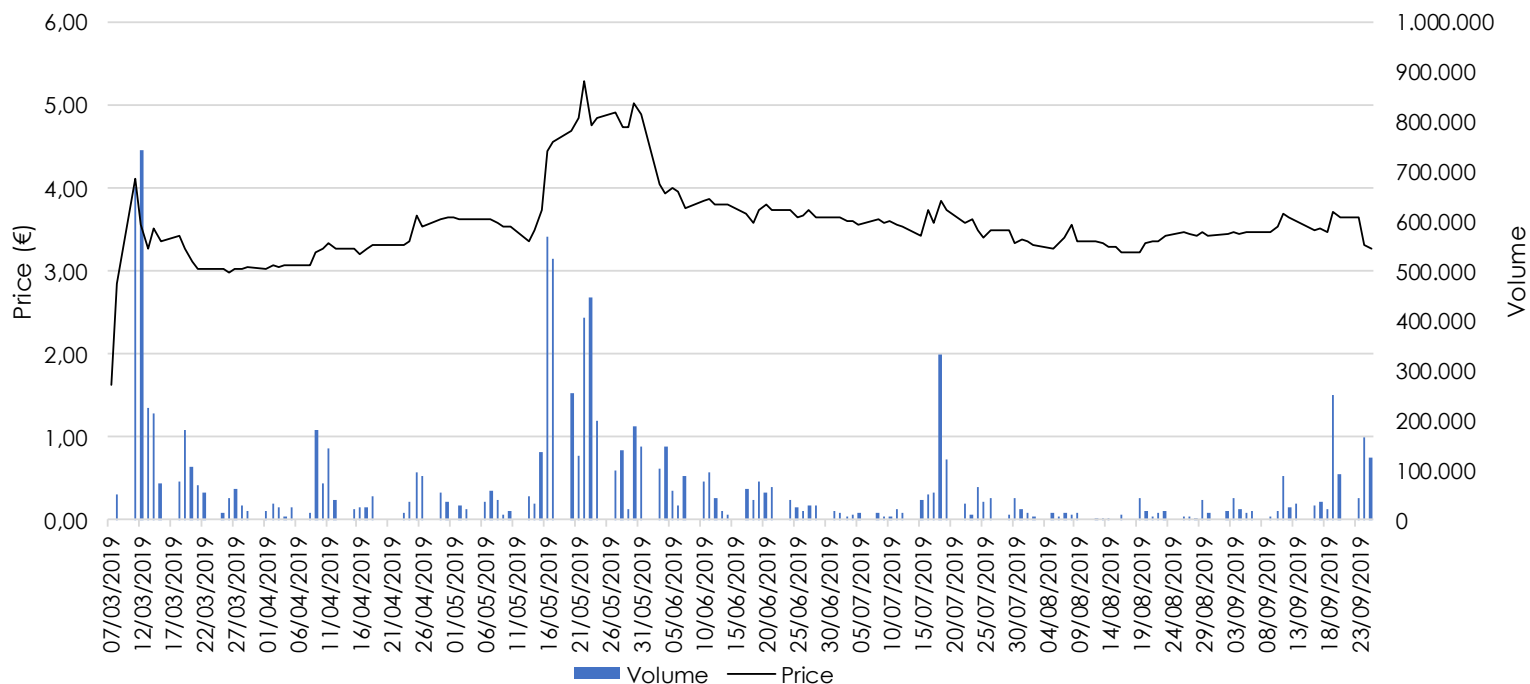
- Internationalization path started: agreement with Atos Group – German healthcare operator – for Patient Journey
- Acquisition of 100% of Roialty, platform for digital loyalty and customer experience management
- Gzoom (performance management solution) has been adopted by several new customers (e.g. Puglia Region, Catania Municipality)
- Renewal of framework contract with EFSA (European Food Safety Authority)
- KOS – important Italian healthcare operator – contracts Artexe for the reengineering of its Patient Journey



GUIDELINES	ACTIONS
<ul style="list-style-type: none"> <li>• Increase the market shares of our solutions</li> <li>• Develop new software solutions</li> </ul>	<ul style="list-style-type: none"> <li>• Investments in Research&amp;Solutions</li> <li>• Sales area improvement</li> </ul>
<ul style="list-style-type: none"> <li>• Build up our customer base</li> <li>• Acquisitions to expand into areas where valuable digital data are generated</li> </ul>	<ul style="list-style-type: none"> <li>• Investments in relationship management</li> <li>• Sales area improvement</li> </ul>
<ul style="list-style-type: none"> <li>• Retain customers and partners</li> <li>• Retain key employees</li> </ul>	<ul style="list-style-type: none"> <li>• HR improvement</li> <li>• Sales area improvement</li> </ul>

## INVESTMENT OPPORTUNITY

- Scalability, thanks to proprietary software solutions
- Profitability and cash conversion
- Customers loyalty
- M&A track record
- High potential of Digital Transformation market
- Highly qualified employees



Market	AIM Italia
Bloomberg	MAPS:IM
ISIN	IT0005364333
IPO Date	5 <sup>th</sup> March 2019
IPO Price	€1.628 (€1.90 before Warrant assignment)
Price as of 25 <sup>th</sup> September 2019	€3.275
Performance from IPO	+101%



**IR TOP CONSULTING**

**Investor Relations**

Maria Antonietta Pireddu  
Via C. Cantù, 1 - 20123 Milano  
T +39 02 45473883/4  
[ir@mapsgroup.it](mailto:ir@mapsgroup.it)